

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement  
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant Burson-Marsteller 230 Park Avenue South New York, NY 10003		2. Registration No.  2469
3. Name of foreign principal Minister of Culture, People's Republic of China	4. Principal address of foreign principal Beijing, China	

5. Indicate whether your foreign principal is one of the following type:

- ☒ Foreign government
- ☐ Foreign political party
- ☐ Foreign or ☐ domestic organization: If either, check one of the following:
- |   |  |
|---|--|
| <input type="checkbox"/> Partnership                            | <input type="checkbox"/> Committee             |
| <input type="checkbox"/> Corporation                            | <input type="checkbox"/> Voluntary group       |
| <input type="checkbox"/> Association                            | <input type="checkbox"/> Other (specify) _____ |
| <input type="checkbox"/> Individual—State his nationality _____ |  |

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6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant.
- b) Name and title of official with whom registrant deals.

Sun Jia Zheng, Minister of Culture, People's Republic of China

7. If the foreign principal is a foreign political party, state:

- a) Principal address
- b) Name and title of official with whom registrant deals.
- c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal ..... Yes ☐ No ☐

Directed by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐

Controlled by a foreign government, foreign political party, or other foreign principal ..... Yes ☐ No ☐

Financed by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐

Subsidized in whole by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐

Subsidized in part by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Cynthia Hudson

Date of Exhibit A  
August 25, 2000

Name and Title Chairman,  
U.S. Public Affairs Practice

Signature

**INSTRUCTIONS:** A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in triplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

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Name of Registrant	Name of Foreign Principal
Burson-Marsteller	Minister of Culture People's Republic of China

Check Appropriate Boxes:

- 1 ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach three copies of the contract to this exhibit.
- 2 ☐ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach three copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- 3 ☒ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

See attached response.

- 4 Describe fully the nature and method of performance of the above indicated agreement or understanding.

See attached response.

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5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.


See attached response.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?<sup>1</sup>  
Yes ☒ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

See attached response.

Cynthia Hudson

Date of Exhibit B August 25, 2000	Name and Title Chairman, U.S. Public Affairs Practice	Signature 
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<sup>1</sup>Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

**Response to Question #3, 4, 5 and 6:**

The relationship between Burson-Marsteller and its foreign principal, the Minister of Culture, People's Republic of China, is via an agreement between Burson-Marsteller and Hi TV Limited, an American company. Hi TV Limited is sponsoring a reception in honor of the Minister of Culture on September 6 in New York City. Hi TV Limited has obtained the services of Burson-Marsteller to perform public relations services for the reception.

The scope of these services is as follows:

- Establish a Burson-Marsteller team to support and coordinate the September 6<sup>th</sup> reception. Team will include staff from B-M's Media, Corporate, Public Affairs practices and B-M Productions.
- Coordinate with the MTR staff in the preparation and execution of a two-hour reception on behalf of the Chinese Minister of Culture.
- Complement/supplement the MTR's and client's invitation lists with a Burson-Marsteller invitee list of high-level governmental and U.S. related business representatives.
- Create the invitation copy.
- Provide a tailored media plan including media counsel, development, writing and distribution of one press release (post event) over national and international wire services, all briefing materials, profile and background documents and Q&As.
- Incorporate speaker support materials if appropriate.
- Seek to arrange selected interviews with Tier I U.S. and International Media, e.g. New York Times, Time Magazine, Media Magazine, The New Yorker.
- Consideration in the development of a crisis preparedness & issues management plan.

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